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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

U.S. DEPARTMENT OF AGRICULTURE

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SPOTLIGHT ON SPUDS. . . . In anticipation of the bumper crop of late potatoes, which will be harvested during October, a fact sheet on late potatoes is being prepared by P&MA. Due to expected shortages of commercial storage facilities, housewives will be asked to buy extra quantities for home storage when practical. This year's potato crop is estimated at 455,137,000 bushels, as compared to the 425,131,000 bushels produced in 1945. Special promotional efforts are planned during the period from November 7 to 16.

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OUTLOOK INFORMATION MATERIALS. . . . In anticipation of the Outlook Conference October 7 to 12 considerable information material on the 1947 outlook is being prepared for distribution. It is planned that talks made by the employees of the Department will be mimeographed and ready for distribution during the conference. Outside speakers will also be invited to have their manuscripts on file in time so that they can be processed for distribution during the conference. Outlook issues of the various situation reports are being prepared in advance of the meeting, so as to be available for it. These will include Dairy, Fruit and Wheat Situation Reports which are already out, as well as outlook issues of the Demand and Price Situation, Farm Income Situation, Fats and Oils Situation, Poultry and Egg Situation, Cotton Situation, Livestock Situation, Tobacco Situation, Feed Situation, Vegetable Situation, Food Situation, Marketing & Transportation Situation, Farm Costs Situation, and Sugar situation.

In addition BAE is preparing a book of specially selected and drawn charts, together with a list of other BAE charts which are available.

BHN&HE will release its Annual outlook issue of Rural Family Living and a booklet of 1947 Outlook Charts, Rural Family Living, as well as a bibliography of reading material on farm family living.

Anyone interested in obtaining any or all of the outlook information material can arrange to do so by requesting it from the Division of Economic Information, BAE, or by calling Ext. 4407. BHN&HE reports may be obtained from the Family Economics Division of BHN&HE.

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OUTLOOK ON THE AIR A report of the Outlook Conference will be featured on the American Farmer program over ABC on October 12, at 12:30 p.m. EST.

DIAMOND JUBILEE CELEBRATION. . . . Secretary of Agriculture Anderson will speak at the Diamond Jubilee Celebration at Worthington, Minn., October 3.

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THE GOLDEN SECRET. . . . SCS is releasing a new 16 mm. color film with sound entitled The Golden Secret. It's a cartoon movie (but not animated), about 5 minutes in length, with the scenes running from a few seconds to half a minute.

Aimed at school children, beginning at the age when they are able to read the comics, the film is a fairy story. The theme deals with the golden top soil which is being washed away, what the son of the king's chief huntsman did to stop it, and how the king rewarded him with knighthood. Though designed primarily for children, the film is also suitable for adults interested in child education and soil conservation.

Copies of the film are expected to reach the 7 regional SCS offices around the first of October.

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MEET YOU IN CHICAGO. . . . A number of conferences of agricultural interest will converge in Chicago in December. Among them will be: the National 4-H Club Congress, which will have a 25th anniversary meeting December 1-5; the National Association of Agricultural Agents, meeting, December 2-7; National Association of Home Demonstration Agents, meeting, December 2-7; and the Meeting of the Association of Land Grant Colleges, December 16-18; National Association of Agricultural County Agents, November 30-December 7.

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NEW SHORT SUPPLY LIST. . . . The October 1 short supply list which will be issued by the Secretary of Agriculture under provisions of the new OPA act will be available on Monday afternoon, September 30.

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UP-TO-DATE FACTS ON FARM LABOR NEEDS. . . . Spurring on the drive to recruit labor to bring in this year's bumper harvest, the final supplement to the basic farm labor fact sheet is now being distributed. Copies are obtainable from the Office of Information.

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RURAL YOUTH OF THE USA CONFERENCE. . . . Closer cooperation by leading agencies dealing with objectives and problems of rural youth will be fostered at the Rural Youth of the United States of America conference meeting, October 3-6, at the State 4-H Camp, Weston, Va. Among the speakers at the conference will be: Dana Reynolds of the USDA radio section, who will talk on the effective use of radio in promoting youth programs; and Robert W. Hudgens of FSA, who will speak on "Conserving Youth for the Job Ahead."

Organizations represented include: American Farm Bureau; American Vocational Association; Boy Scouts of America; Camp Fire Girls; Consumers Cooperative Association; Extension Service; Future Farmers of America; Kiwanis International; National Catholic Rural Life Conference; National Education Association, Department of Rural Education; National Farmers Union; National Grange, Rural Life Association; the United Christian Youth Movement; Young Mens Christian Association. About 300 delegates are expected to attend.

ALLOCATIONS OF MEAT FOR EXPORT DISCONTINUED. . . . Owing to the tight meat supply situation, the U. S. Department of Agriculture announced on September 17 that present plans are to make no allocations of meat in the near future beyond amounts already procured. Meat stocks now held in the Department's inventory will probably be sufficient, however, to provide 20 million pounds of meat for export during the fourth quarter, after third quarter commitments to foreign claimants have been met.

Should meat marketing pick up sufficiently during the final quarter of 1946, the policy on meat distribution will be reviewed to determine any feasible steps that might be taken to implement export of meat to foreign markets.

Discontinuance of allocations of meat for export hinges on the current supply situation resulting from heavy meat slaughter during July and August and reduced marketings since September 1.

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USDA WHEAT PURCHASES. . . . Following through on its announced plan to buy wheat from time to time to cover export requirements, the Commodity Credit Corporation purchased 14,229,465 bushels of wheat during the 9-day period from September 9 to noon September 17. Purchases conformed with USDA policy of accepting the best offers received at prices not in excess of prevailing market prices.

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DAIRY PROSPECT FOR 1947. . . . Continued high demand for dairy products during the first half of 1947 is forecast in the 1947 Outlook Issue of the Dairy Situation, which was released on September 18. Production of milk may be slightly lower next year than in '46, according to the report. Prices during the first half of the year are expected to average close to present levels but they may decline during the latter half of the year due to declining demand. Production of milk next year may be slightly lower than this year.

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RADIO PROGRAMS, SEPT. 28. . . . NATIONAL FARM AND HOME HOUR, NBC, 12:00 m., EST, "Department of Agriculture Headlines."
"National School Lunch Program" - news about the States cooperating, information as to how women can help with the program in their own communities. Lucile Holmes and Ken Gapen will be speakers for this program.

CONSUMER TIME "Food Preservation" - The importance of food preservation will be stressed on CONSUMER TIME, Saturday, September 28 (11:15-11:30 a.m. EST) on NBC. The need for storing and canning all the food possible will be highlighted in view of the recent Food and Agriculture Organization conference in Copenhagen. Mrs. L. K. Nicholson, National Safety Chairman, Parent Teachers Association will be CONSUMER TIME'S special guest.

AMERICAN FARMER, ABC, 11:30 a.m., EST, the

"Business Side of Farming."

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HARVEST SCRAP BEFORE SNOWFALL, farmers are advised in the new Fact Sheet on the Steel Scrap Collection Campaign, recently issued by P&MA. Too long delay could mean that snow would hide it for the winter.

Steel production may drop as much as 30 percent unless more scrap metal becomes available. "Heavy melting scrap" such as is found on farms in the form of casting and heavy pieces of discarded equipment is far superior to tin cans, metal toys, bird cages or other items made of thin metal, says the fact sheet.

Scrap iron and steel gathered from farms won't be channeled exclusively into farm machinery production. But scrap made available to boost steel production will help increase production of farm machinery. Copies of the fact sheet are obtainable from the Office of Information.

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SOME USDA RELEASES. . . . CCC loans on 1945-crop cotton--2032; Control measures recommended for Newcastle disease--2021; Black strap molasses to be sold for range livestock feeding--2047;
USDA states policy on meat distribution--2046;
The Dairy Situation 1947 Outlook Issue--2051;
USDA completes horsemeat purchases--2048;
Rice allocations increased for fourth quarter--2056;
USDA bought 14,229,465 bushels of wheat in nine-day period--2054;
USDA starts Newcastle disease diagnosis and control--2041;
The task ahead in Iowa, speech by Claude R. Wickard, REA Administrator before Iowa Rural Electric Cooperative Association at Des Moines, Sept. 19--2038;
Rice set asides reduced; other changes made in WFO-10--2056;
Bred to resist insects--report on investigations to develop insect resistant plants (from Clipseet)--1941;
U. S. babassu imports unaffected by Brazilian decree--2062;
More than half of U. S. farms now electrified--2058;
FCA helps increasing number of veterans--2067;
Penny wise and pound foolish economics, address by Claude R. Wickard, REA Administrator, before annual meeting of the Washington Electric Cooperative, Inc., Barre, Vermont, September 23, 1946--2043.

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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE Stabilization Dir. Steelman authorized RFC to use subsidy funds to purchase 30 million pounds of binder twine from Mexico and Cuba--OES 9/13/36; Price Decontrol Board scheduled meeting for September 18 to determine whether it should take action on dairy products -- PDB-14; Maximum prices of direct-consumption cane and beet sugar will be increased one and one-half cents a pound and those of raw cane sugar 1.37 cents a pound, effective September 18 -- OPA-6799; Radio talk by Paul A. Porter, OPA Administration on meat situation, broadcast over ABC network; September 14 -- OPA-6797; Wage increase for cotton mills will be reflected in an average of .2% increase in the ceiling prices of cotton textiles by mills paying the wages -- OPA-6803; Restaurants were rolled back Sept. 16 to their July 30, 1946 price ceilings for meals & individual food items which have meat as the major ingredient -- OPA 6807; Higher ceiling prices on castor beans imported from Brazil and higher ceilings on No. 1 and No. 3 grades of industrial castor oil -- OPA-6805; Increases in maximum prices of rough rice of \$1 per barrel or 27.8 cents per bushel for rice produced in Arkansas, Louisiana and Texas and of 62 cents per hundred pounds of rice produced in California -- OPA-6806.

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FARM MACHINERY ARITHMETIC. . . . Basis for deciding whether to buy or not to buy a particular piece of farm machinery (assuming the farmer can locate some for sale) is outlined in an article in the September Agricultural Situation, How Farm Machinery Can Earn Its Way. The author, Harald C. Larsen advises purchasers who must borrow all or a large proportion of the cost to "Look before you leap."

Other articles in the September issue of the Agricultural Situation, which is currently being distributed, include: Farm Lumber Supply to Continue Tight; Sugar Supply Prospects; Marketing Margins of Livestock and Meat; Economic Summary; and Prices Received and Paid Still Climbing.

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BETTER FITTING CLOTHES FOR THE KIDS. . . . Accomplishments of BHN&HE in developing a new two-way system of sizing children's garments to overcome the big Nation-wide waste due to misfits and returned goods are outlined in a new Research Achievement Sheet. This latest of the R.A.S. series issued by the Agricultural Research Administration gives highlights regarding extensive studies leading to the findings, estimated value of the achievement, and a selected reading list. The report is titled Improved Sizing of Children's Clothing, R.A.S. 63. Copies are available from the coordinator of research publication of ARA.

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SEEING SOIL CONSERVATION. . . . A report on visual material suitable for spreading knowledge about soil conservation has been prepared recently by the Visual and Education Sections of SCS. In addition to describing movies and slides available from the USDA, the report lists movies and slides of soil conservation subject matter which can be obtained from private industry and from Canada.

The report has been compiled as an aid to teachers who would like to obtain soil conservation movies or slides suited to their pupils. Movies are rated according to reading age levels.

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